Graphic Advertising Art Manual 1982

INTRODUCTION

This Graphics Advertising Promotional Manual is prepared for your local advertising placement needs (community papers, school yearbooks, sports programs, etc.), in addition to any generic use you may have which would require new and interesting graphics materials. This art is provided in line art (black & white) but can be produced in 2-color with very simple guidelines, and should you wish to use full color, we have also provided color slicks that any reputable printer can use as a guideline. In addition, these slicks contain the formula by which your printer can match our Corporate character colors if necessary.

There is no conceivable way in which a text can answer all questions that may arise in the production of this work, and for this reason I will be available to answer any additional questions you may have concerning this manual.

This manual will be updated on a quarterly basis to include new material as it becomes available from Corporate's printed materials.

I would like to stress that in addition, the Graphics Department is prepared to place institution orders for major newspaper advertising, and to assist in the placement of billboard orders through your local billboard advertising agency.

Together, we can make 1983 a truly successful year for all of us here at Pizza Time Theatre.

Good Luck!

Sincerely,
David Garza
Graphics Manager
(408) 744-7373

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THE MECHANICAL— GENERAL INFORMATION

The first consideration, before mechanicals or artwork can be prepared, is format: the size, shape and general apperance of the final printed piece.

ADS

Advertisements are pages or portions of pages in newspapers and magazines and are usually called ads. Artwork for such ads must be prepared to meet the *mechanical requirements*—ad sizes, halftone screens, plate and printing specifications, etc.—of the publication in which the ad is to appear. (see section 4.1 for ad slicks)

Newspaper Ads

The size of a newspaper advertisement is designated in columns and inches. The number of columns represents the width; the inch refers to the depth of the ad. For example, an ad 2 columns, 4 inches is advertising space 2 columns wide and 4 inches deep. Actual column widths vary from newspaper to newspaper; the mechanical requirements include the exact dimensions for single columns and multiple columns.

The complete space allowed for the ad may be used. It is not necessary to allow for a border between ads since the newspaper accounts for between-ad spacing in its designation of columnar widths.

Larger newspaper space is also sold in units of pages or fractions of pages: full page, half page, quarter page, etc.

Because of size limitation of this manual we cannot provide you with full size newspaper ad slicks but a reduced version is shown for your information. Full size newspaper ad slicks will be available in a 2–3 day turnaround with your store address imprinted for your convenience. (Refer to code number in your graphic advertisement manual when ordering from the Corporation Graphic Department.)

We will design and produce newer exciting ads and will provide you with page slicks as they become available. In addition to new ads we will provide you with updated "Clip Art" pages which will also be provided when they become available.

Please remember when placing ads in local newspapers to reserve your ad space at LEAST one week prior to publication date.

The Graphics Department is available to place insertion orders for any national or regional publication.

Magazine Ads

Magazine ad space is designated in fractions of pages or full pages. Borders between ads have been accounted for by the magazine and the full space is available to the advertiser.

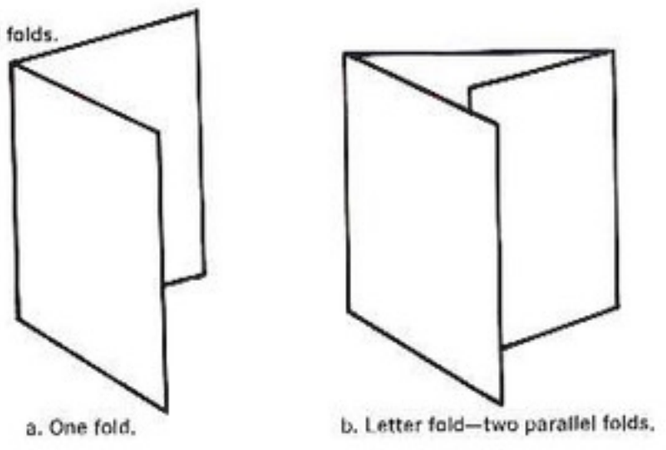
Full-pg. magazine, ½ pg.

Full pg. newspaper, ½ pg.

ADVERTISING AND PROMOTIONAL PRINTING

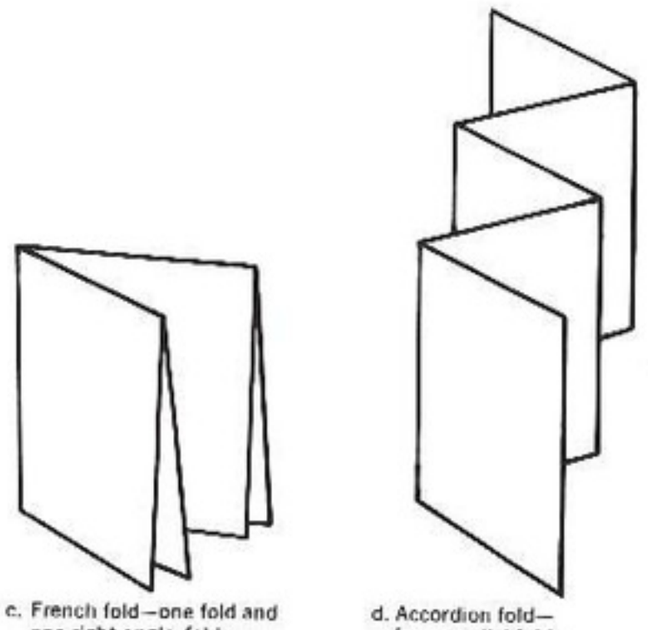
Folders, booklets, packaging and other forms of printing do not always take the form of a single, flat sheet of paper. Many require various types of folding, binding and trimming. These mechanical operations are part of the design and are arrived at in the creative planning stage. Some standard folds are shown below.

Standard commercial folds.



a. One fold.

b. Letter fold—two parallel folds.



c. French fold—one fold and one right-angle fold.

d. Accordion fold—four parallel folds.

PREPARING FOR THE CAMERA

Line Copy

Line copy is generally mounted into position on the mechanical in the actual size of its intended reproduction. The art provided to you in this packet is in line copy form and is suitable for reproduction. (See 3.1 for a variety of art that can be used.)

Photostats

Very often, existing line copy—logotypes and trademarks, drawings, type, etc.—is not the right size, and therefore must be enlarged or reduced before it can be used in the mechanical.

Another very useful feature of the photostat is that the image can be *flopped* to produce a mirror-image of the original copy.

Two basic kinds of photostat paper are used, glossy and matte. The glossy stat is a sharp black-and-white reproduction, ideal for copying line art. Matte stats retain more of the tonal gradations found in continuous-tone art and should be specified when continuous-tone quality is to be retained. When the image on a glossy stat is sharp, clean, and black, the stat can be used as line art in the mechanical. But, when the original line art is rather delicate, extremely fine lines may break or disappear through reduction or reversal by photostat. In such a situation, use the photostat "for position only" and mark it that way. You may also use a Xerox of art for position, but be sure to provide original art for them to add.

Planning for the agency that will do your type and paste-up

Begin by outlining the working area with a pencil. Draw a pencil layout for the exact position of all the elements which are to be part of the mechanical—type, drawings, photographs, etc. These can be traced or accurately measured from the art. The pencil lines are merely guides for your own purposes. To show the outer extremities of the sheet, place trim marks in each corner. Be sure to indicate the type style (Stymie or Frankfurter) The point size (refer to your section 2.1) and the finished size you are requesting. For this planning stage you can use a regular pencil. If you are preparing a simple one-page flyer and indicating a paragraph or headline on your layout, mark with pencils. Use a special non-repro blue pencil on any original art and type you may receive.

Assembly (to be used for only simple flyers, etc.)

After all the blue pencil guide-lines are drawn, proceed to mount all the elements in their proper positions—photostats, ink guide-lines, solid forms, etc. This should be done by someone with the proper tools. You should seek a type house that provides this paste-up service.

Specifications

The next step is to mark all the specifications with light-blue pencil on any galley proofs provided by the graphics agency. Do not use red ink on original art, only on Xerox copies.

THE MECHANICAL: ONE-COLOR PRINTING

General information you may find useful.

Remember to set all heads as large as possible (in Stymie bold or Frankfurter bold). All text should be as simple and direct as possible in Stymie light. (You can use Stymie med. or bold to stress important special points—dates, time, price, location.) The use of a thick and thin border, with rounded corners, is always helpful in the appearance of any printed material (and in tying in with corporate's printed material).

When doing a two-color job, you can achieve Chuck E's colors with a 25% screen of black for the gray, 15% of red for the pink, and the use of 100% red on the vest and hat.

For aesthetic purposes, a good rule to remember is to avoid overprints on screened images, never to reverse line art, never to attempt to draw Chuck E. Cheese or other characters, and to prevent altering existing art without prior approval from Corporate.

Thank you for your cooperation in these legal requirements we must all adhere to.

If a 4-color process is preferred to a 1- or 2-color, consult a reliable printer with the color slides provided, which include the proper ink mixture to match character colors.

In selecting type for your specific in-house promotional piece, I have simplified matters for you by providing this chart in selecting your type sizes.

5½ Point Type
6 Point Type
7 Point Type
8 Point Type
9 Point Type
10 Point Type
11 Point Type
12 Point Type
14 Point Type
16 Point Type
18 Point Type
20 Point Type
24 Point Type
30 Point Type
36 Point Type
42 Point Type
48 Point Type
60 Point Type
72 Point Type

THE ANATOMY OF TYPE

The three main parts of letters are ascenders, descenders and the "x" height. The size of a type face is the measure of the metal body, not the image of the printed letter. Thus a 48 point size letter may measure only 42 points from the top of the ascender to the bottom of the descender.

It is the "x" height, rather than body size, or the length of the ascenders and descenders, that conveys the true visual size of a type face. The examples below are each set in 14 point type.

X x **X** x **X** **X** x **X**

Type sizes range from 5½ point up to 72 point. Most text or body copy faces are machine set and available in sizes up to 14 point. Many designs go up to 24 points. Type in sizes larger than 14 points are referred to as display types.

LINE LENGTH (MEASURE)

An important factor in the readability of type is the relationship of point size to the length of the line. One accepted rule of thumb is that the line length be between 1½ to 2 times the length of the lowercase alphabet of the type being set. Or, between 39 and 52 characters per line.

WORD SPACING

Spacing between words in lines set in all capital letters should be equal to the capital "E" letter of the font and size used. In lines of capital and lowercase letters, a 3-to-the-em space between Roman letters and 4-to-the-em space between Italics is standard.

LETTERSPACING

Letterspacing is used mainly in lines of all capital letters. Its purpose is to achieve a visual balance (called color spacing), or to fill out lines where needed.

LETTERSPACE
Without letterspacing

LETTERSPACE
With letterspacing

LINE SPACING (LEADING)

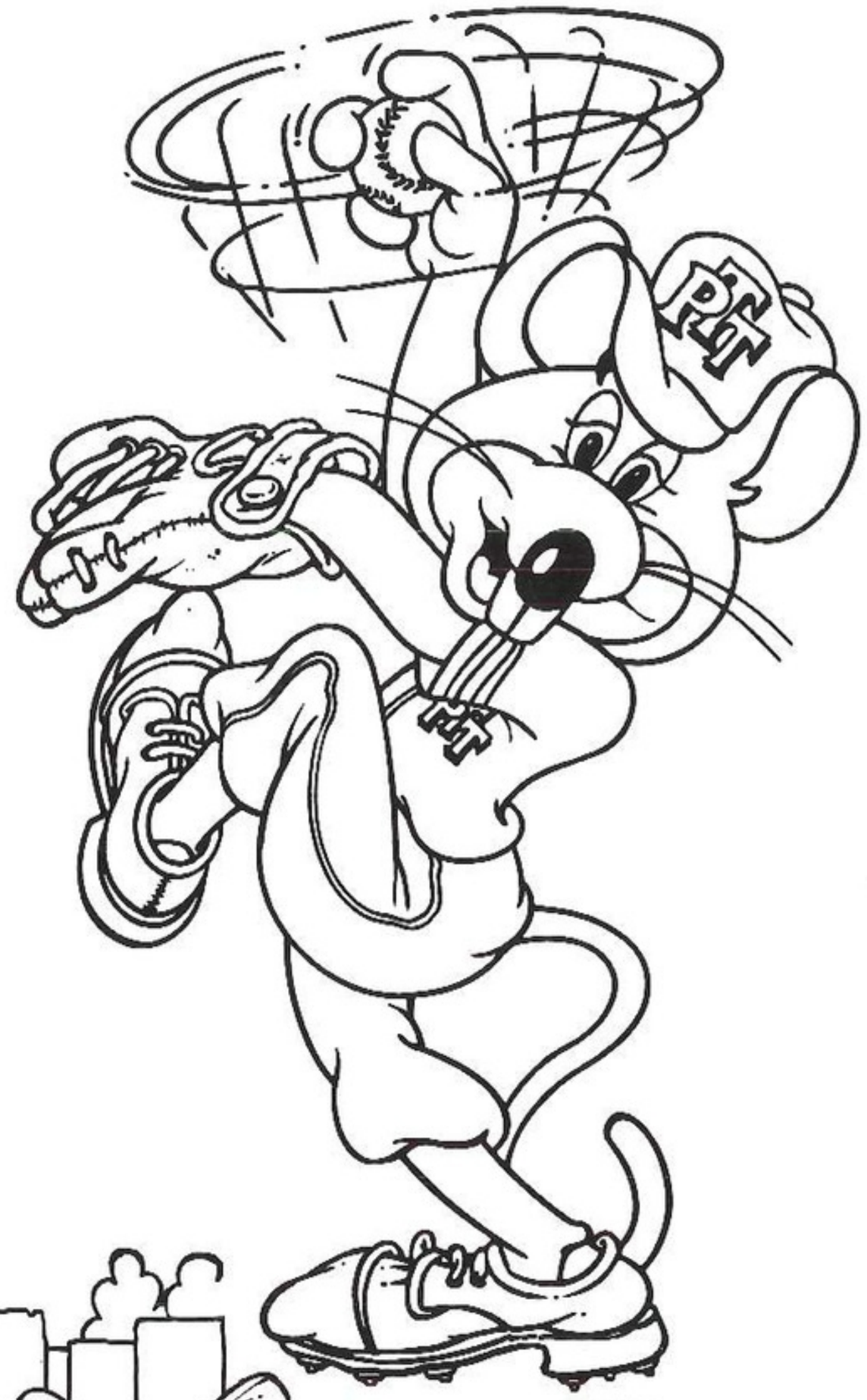
Spacing between lines of type—or leading, is measured in points. In general, leading improves readability. It is also an important factor in the visual appearance and color of type areas. The larger the "x" height of a type face, the more leading will be required.

EXPLANATION	MARK	HOW USED
Insert at this point	' /	Pizza Time^ the ' /
Delete or take out	~~e~~	Pizza Ti~~e~~me
Let it stand	stet	Pizza ~~Time~~ stet
Left out, see copy	out se	Pizza ^
Period	⊙	Pizza Time^
Comma	, /	Pizza Time^
Colon	: /	Pizza Time^
Semicolon	; /	Pizza Time^
Apostrophe	' /	Pizza Times^
Open quotes	" /	^Pizza Time
Close quotes	" /	"Pizza Time^
Hyphen	= /	Pizza Time^ the
Dash (show length)	| em |	Pizza Time^
Parentheses	(/)	Pizza ^Time^
Exclamation point	!	Pizza Time^
Question Mark	?	Pizza Time^
Wrong font	wf	Pizza Time
Lower case	lc	PIZZA Time
Capitalize	caps	pizza time
Initial cap, then lower case	c & lc	pizza time
Small caps	sc	Pizza Time
Caps and small caps	c & sc	pizza time
Roman	rom	Pizza Time (design)
Italics	italic	Pizza Time
Light Face	lf	Pizza (Time)
Bold Face	bf	Pizza Time
Superior character	^	Pizza Time^
Inferior character	2 ^	Water is H O ^
Insert space	#	Pizza^Time
Equalize space	eq #	Pizza^ ^Time^ is
Close up	⌒	Pizza Ti⌒me
Move right	]	Pizza Time]
Move left	[	Pizza Time [
Flush left	fl L	‖Pizza Time
Flush right	fl R	Pizza Time‖
Align horizontally	= =	Pizza Time
Align vertically	‖	‖Pizza ‖ Time
Transpose	tr	Pizza Time
Paragraph	¶	Pizza Time
Flush paragraph	fl ¶	Pizza Time
Indent (show number of ems)	2	Pizza Time
Run in	no ¶	Pizza Time (For the ↗
Broken type	X	Pizza Time
Turn inverted letter	ꟻ	Pizzɐ Time
Push down	⊥	Pizza Time ⊥
Spell out	sp	Pizza (Tm)

©1982

COACH
©1982

©1982



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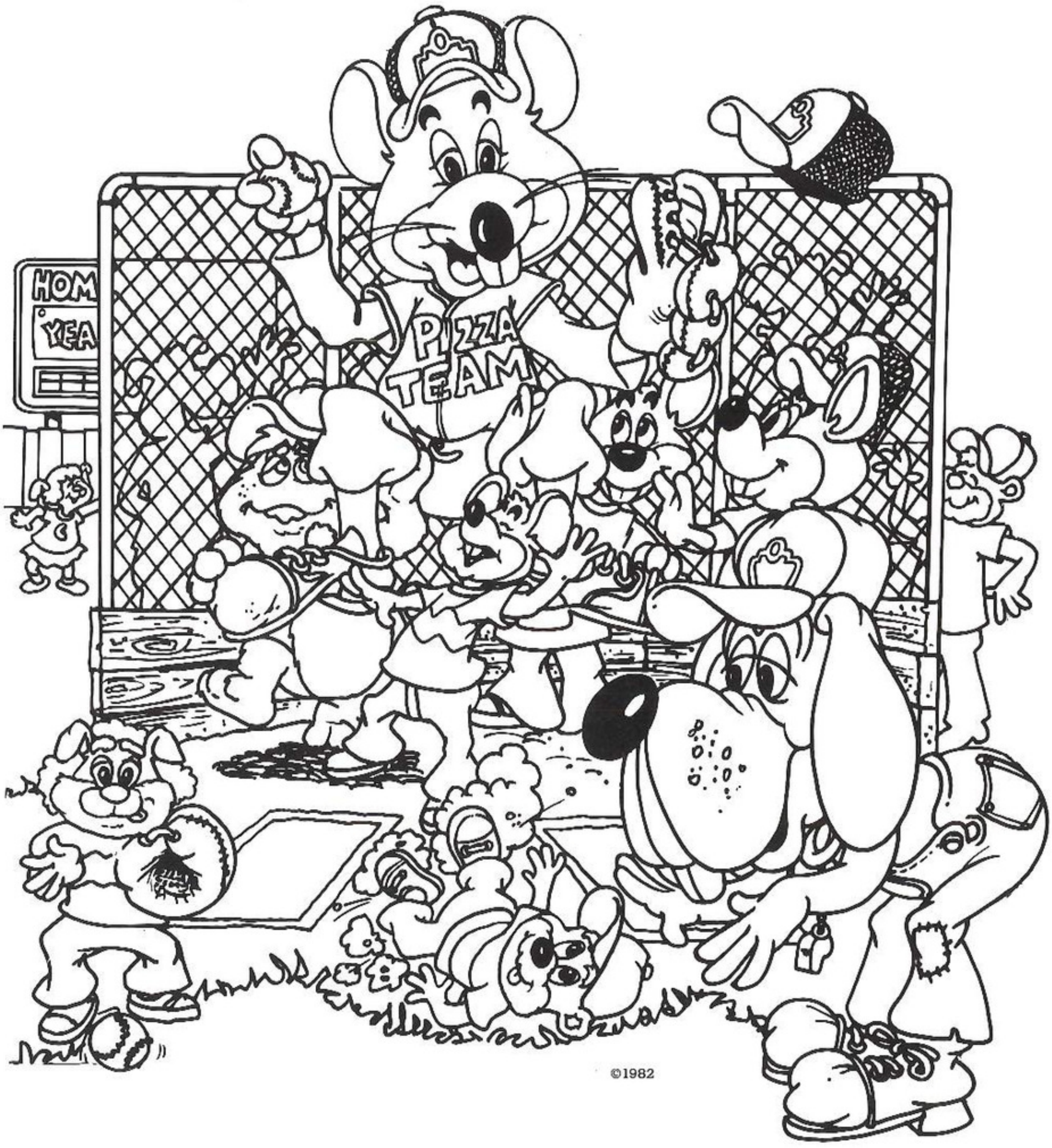
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TEAM
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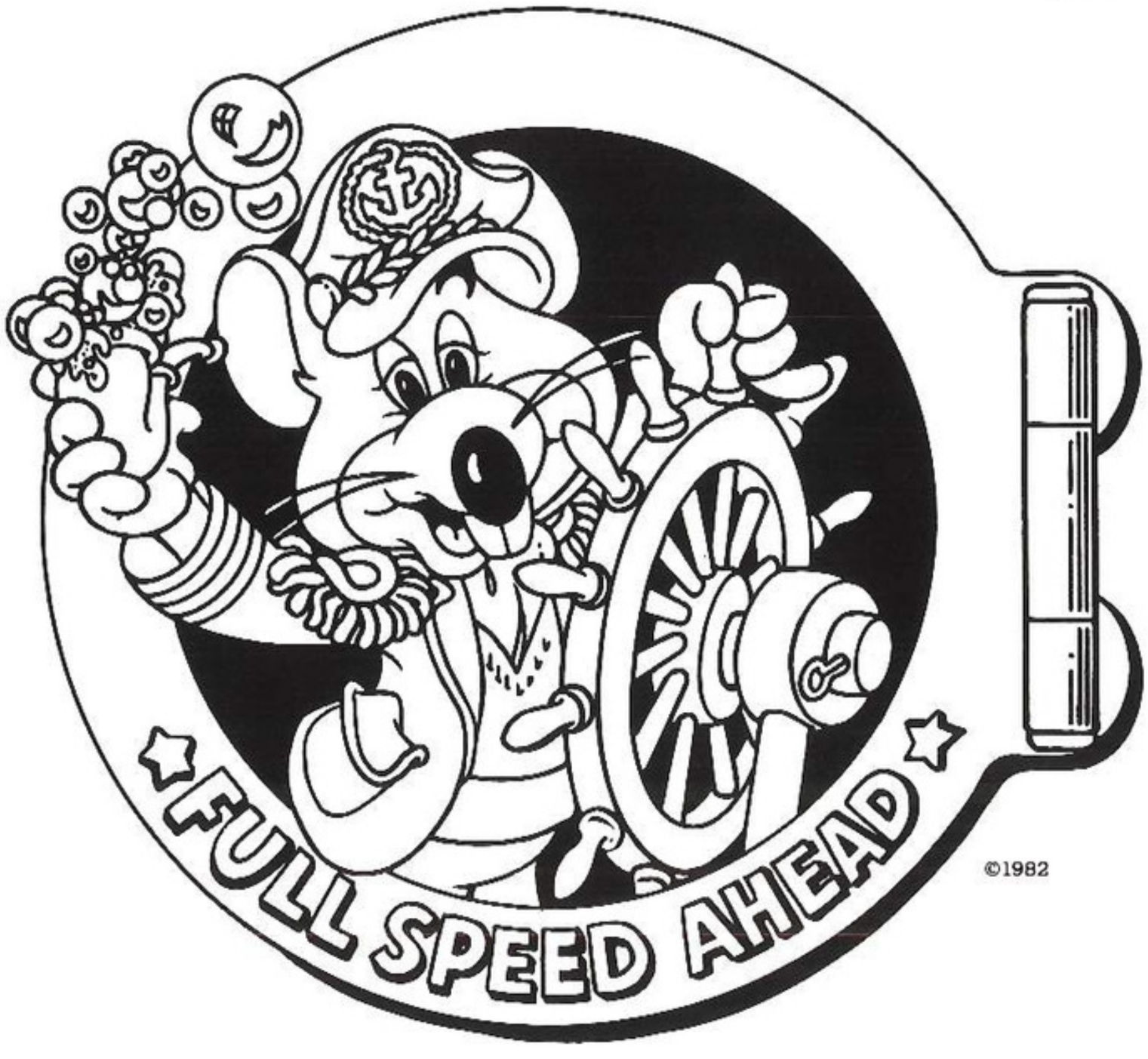

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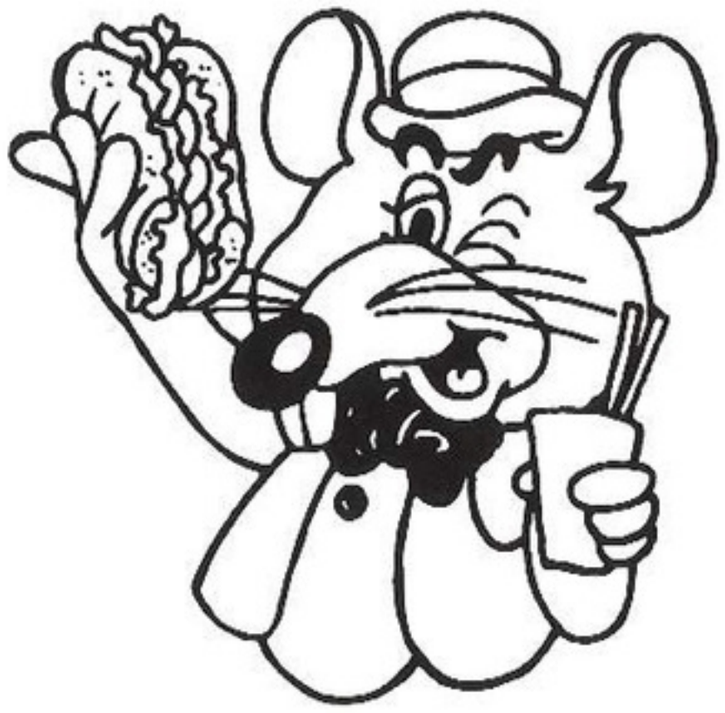

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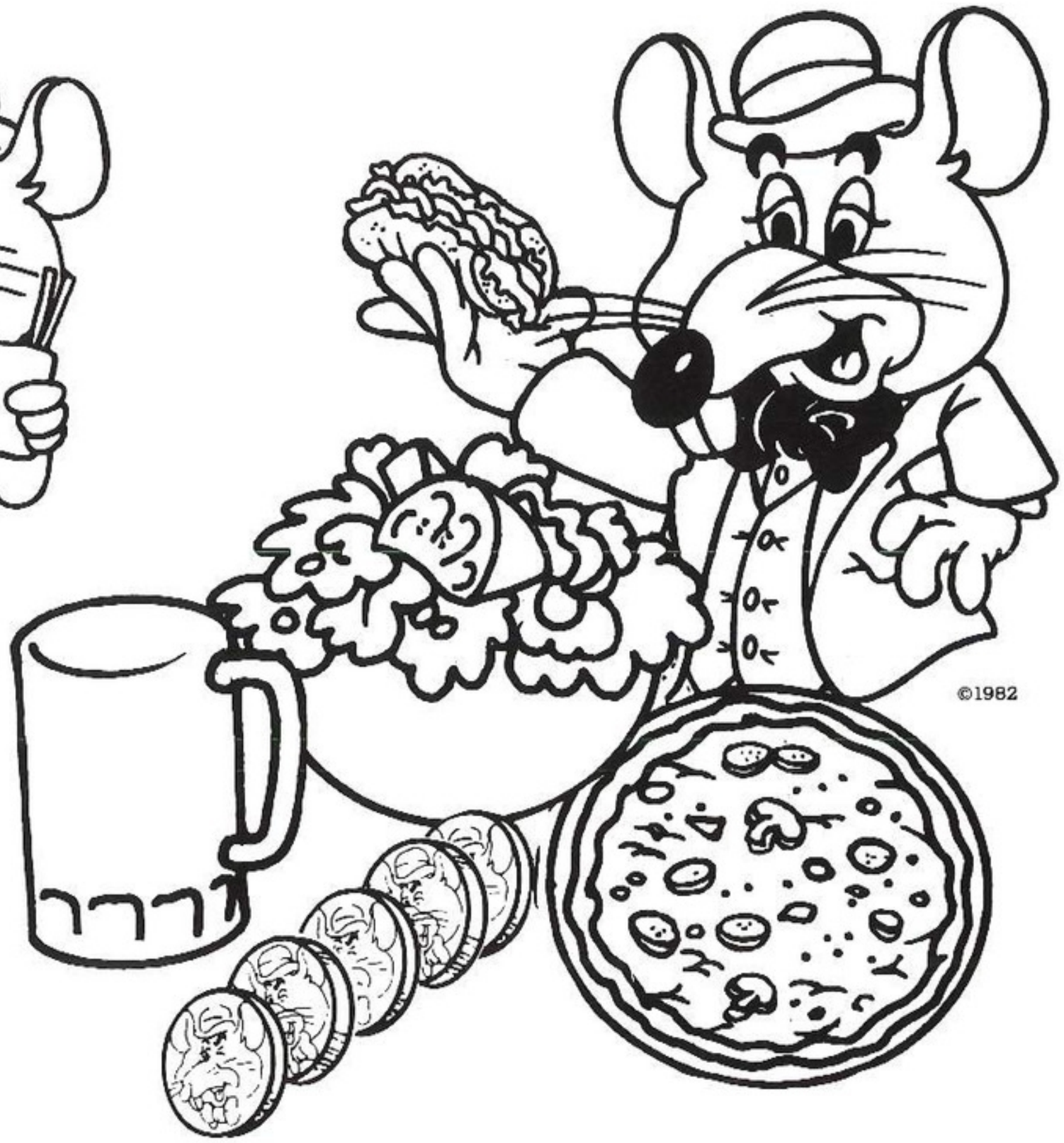

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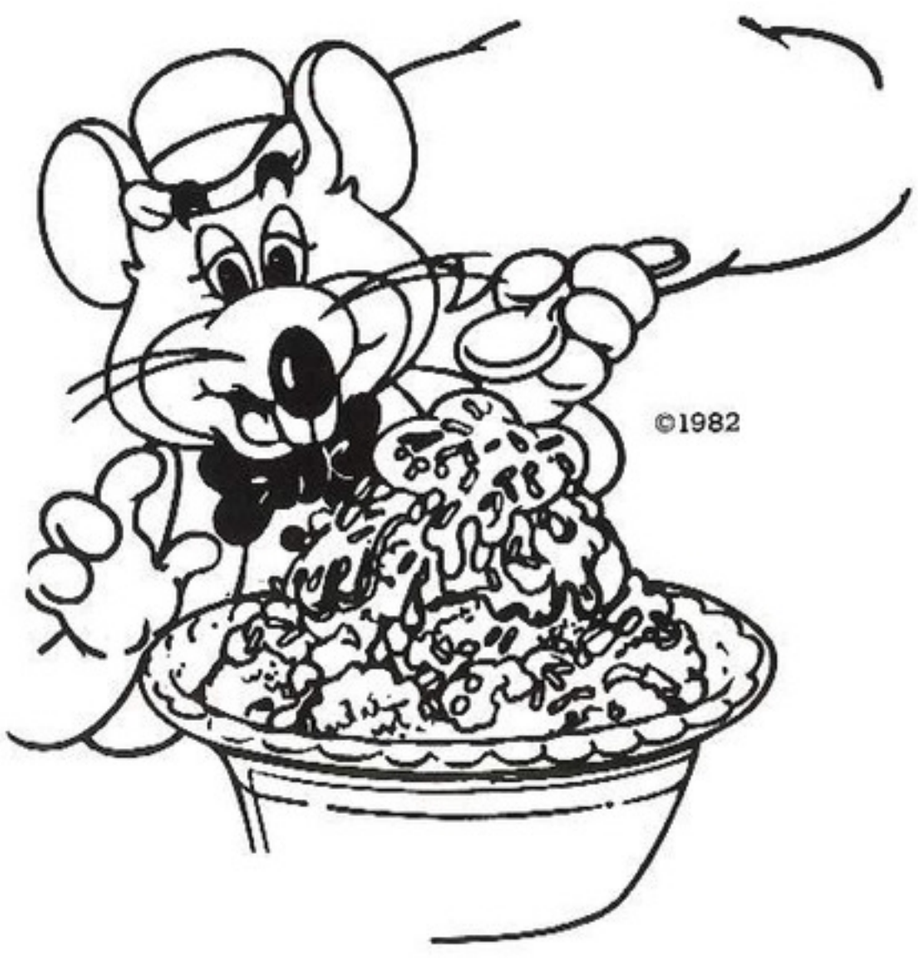

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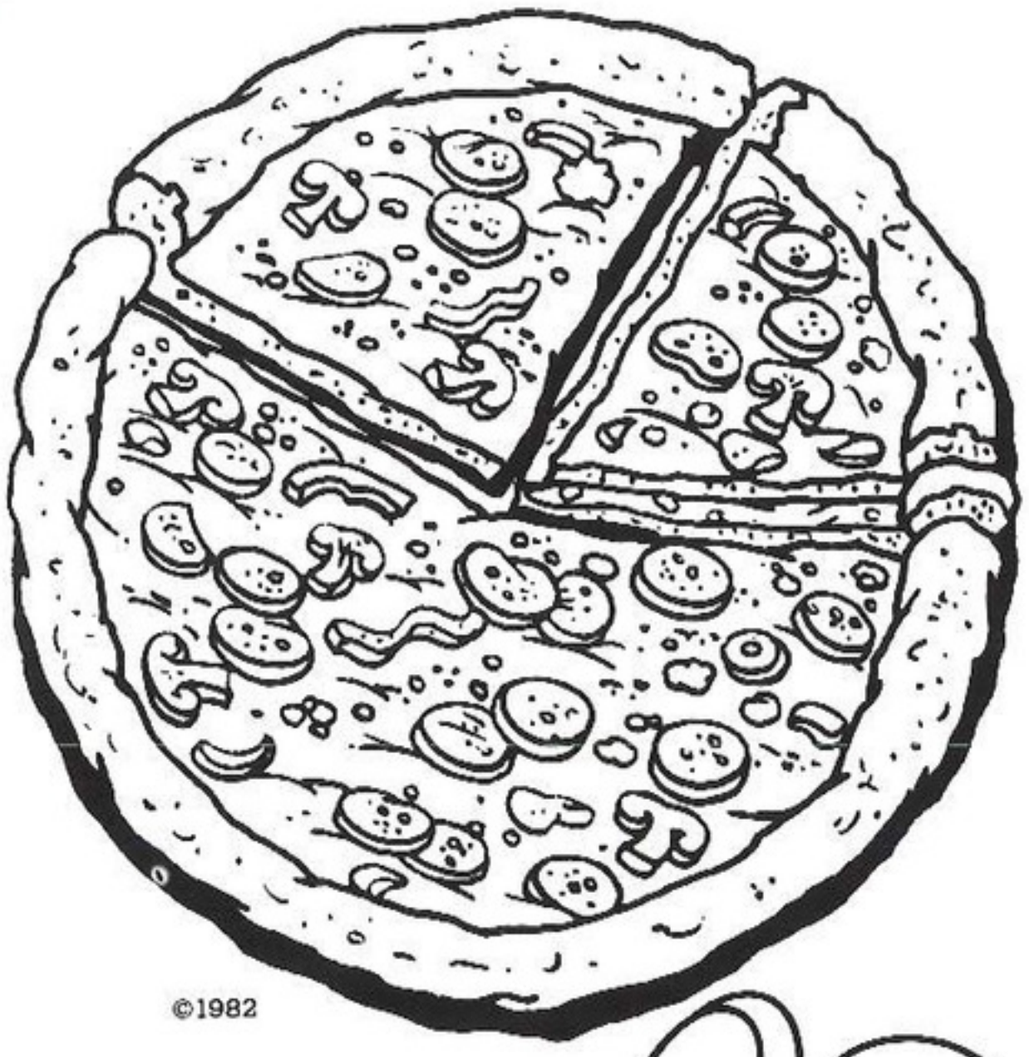

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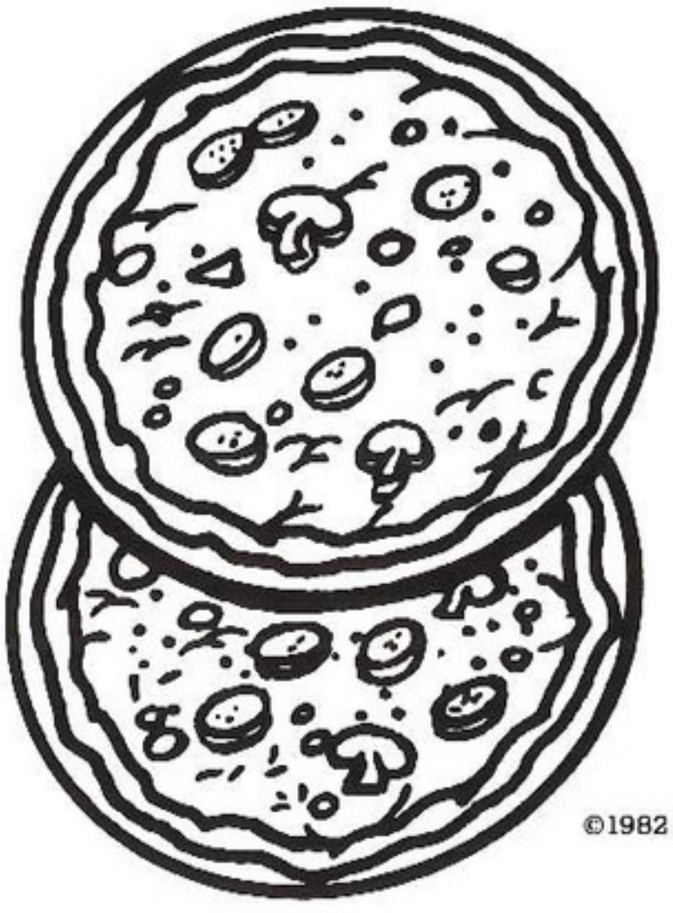

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HAPPY BIRTHDAY
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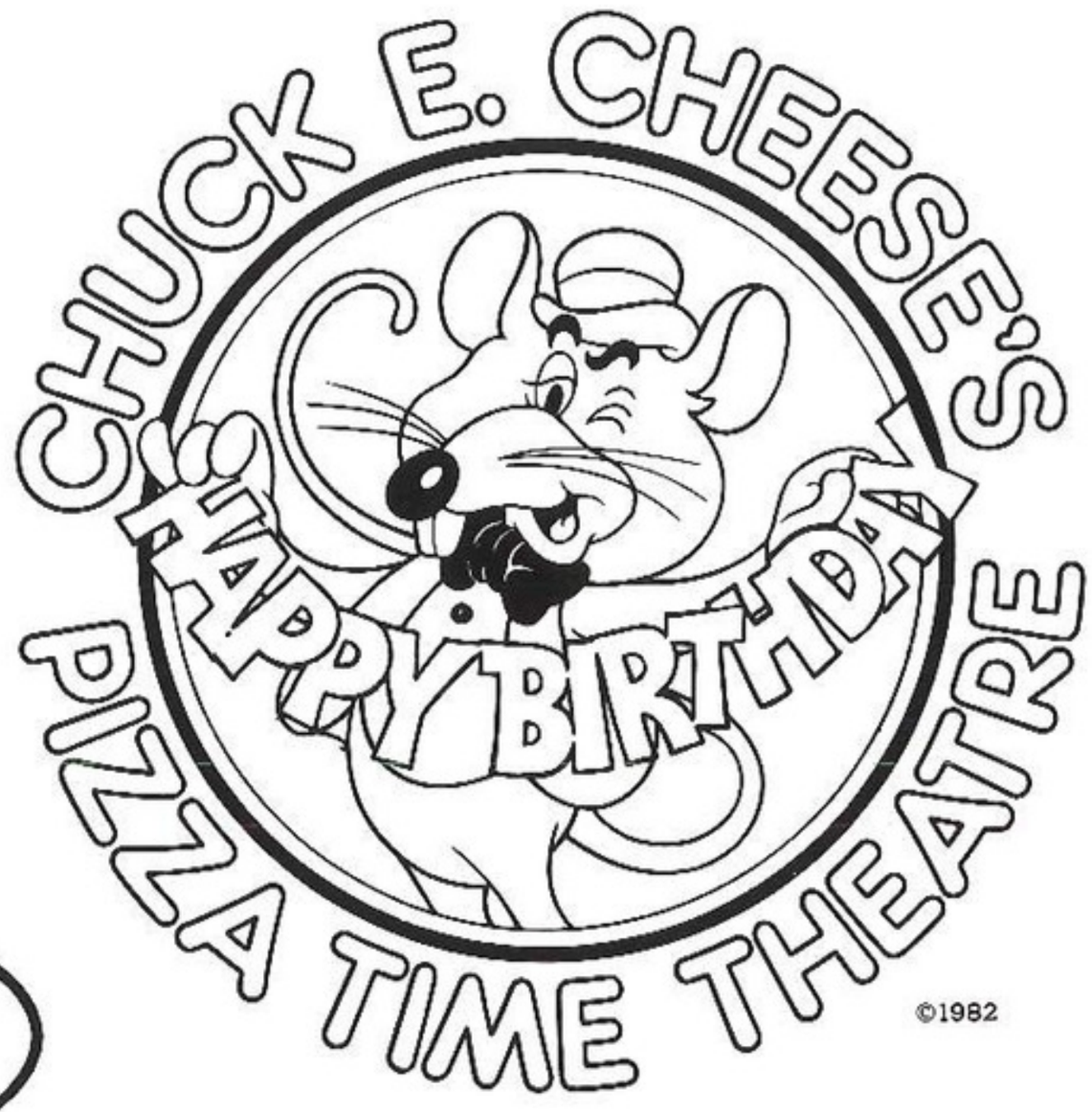
CHUCK E. CHEESE'S
HAPPY BIRTHDAY
PIZZA TIME THEATRE
©1982

©1982

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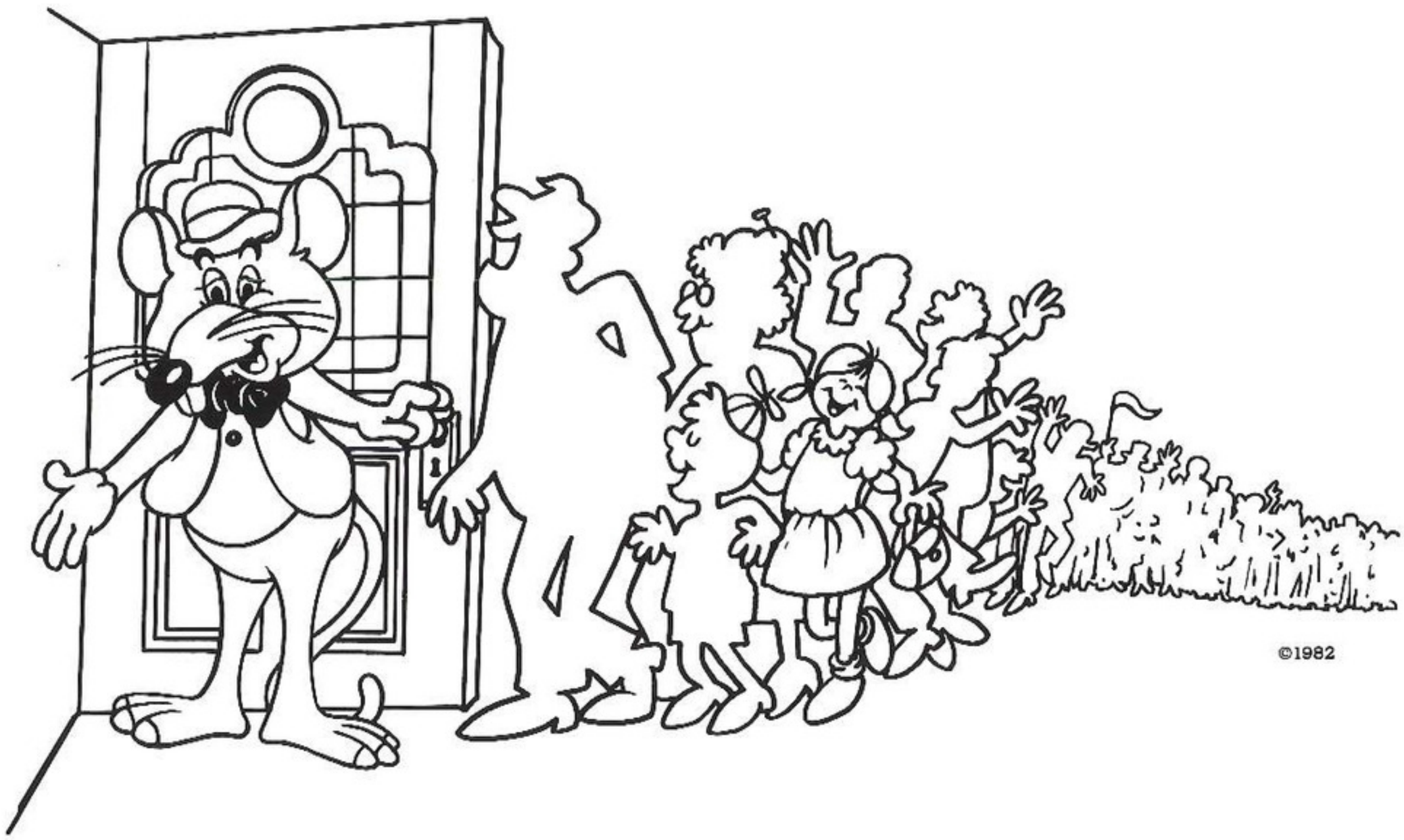
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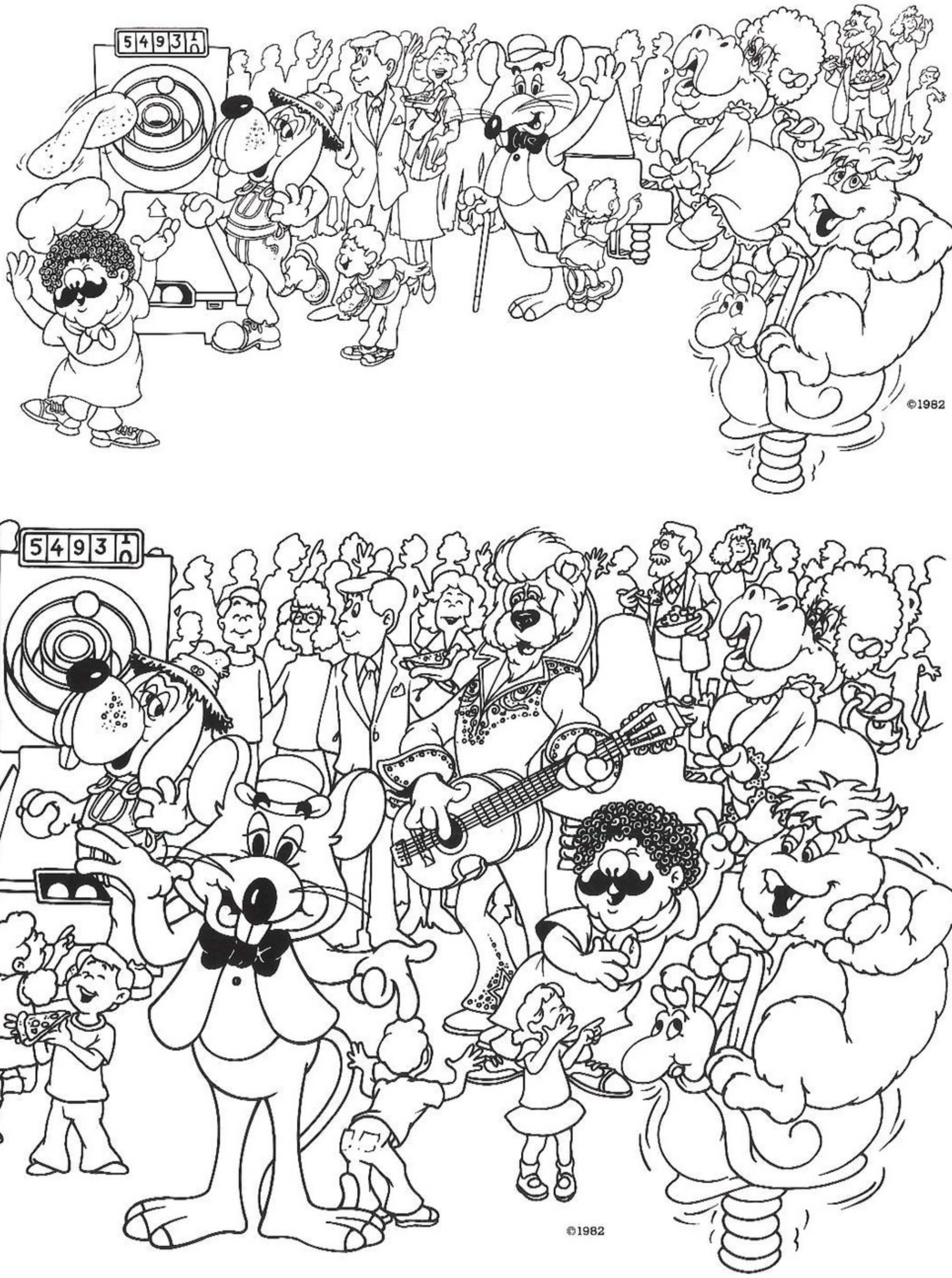
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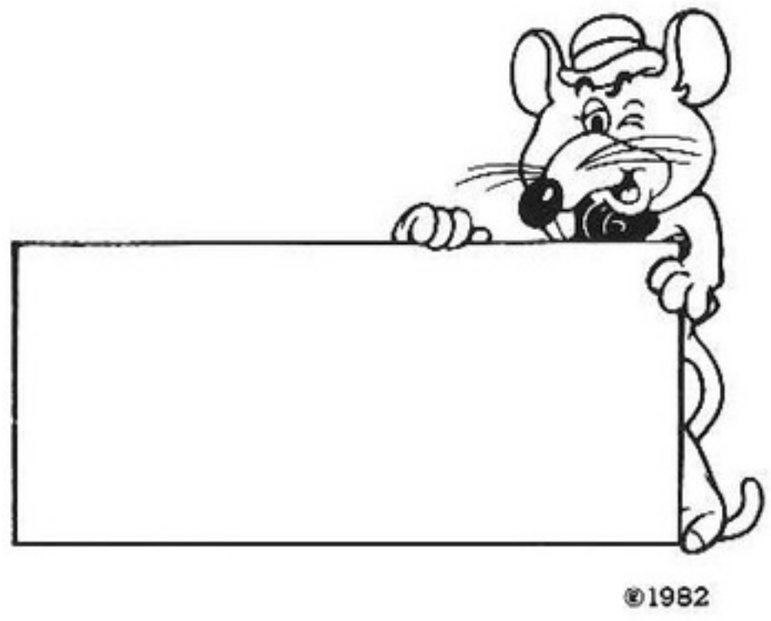

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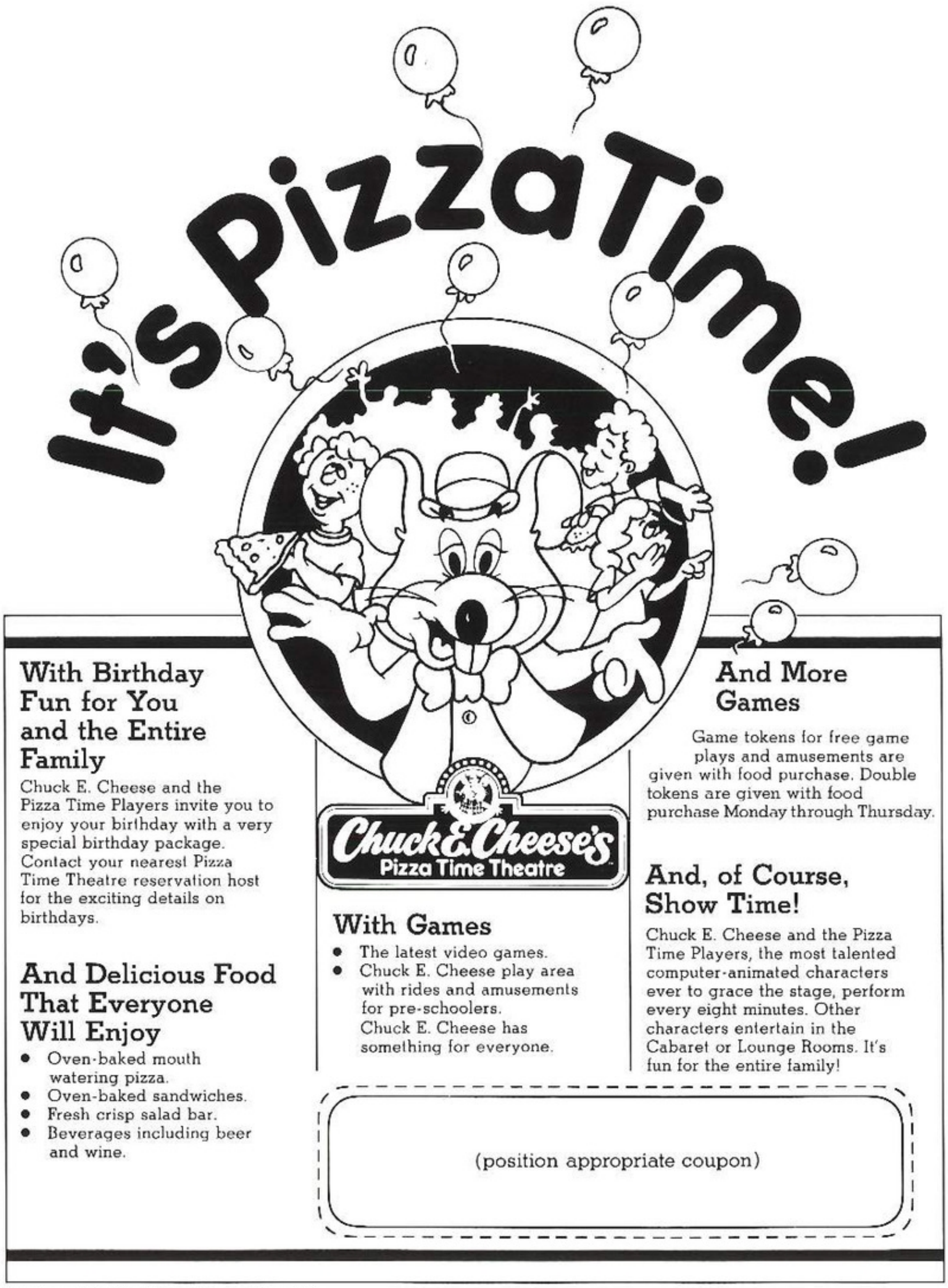

It's Pizza Time!
Chuck E. Cheese's
Pizza Time Theatre
With Birthday Fun for You and the Entire Family
Chuck E. Cheese and the Pizza Time Players invite you to enjoy your birthday with a very special birthday package. Contact your nearest Pizza Time Theatre reservation host for the exciting details on birthdays.
And Delicious Food That Everyone Will Enjoy
• Oven-baked mouth watering pizza.
• Oven-baked sandwiches.
• Fresh crisp salad bar.
• Beverages including beer and wine.
With Games
• The latest video games.
• Chuck E. Cheese play area with rides and amusements for pre-schoolers.
Chuck E. Cheese has something for everyone.
And More Games
Game tokens for free game plays and amusements are given with food purchase. Double tokens are given with food purchase Monday through Thursday.
And, of Course, Show Time!
Chuck E. Cheese and the Pizza Time Players, the most talented computer-animated characters ever to grace the stage, perform every eight minutes. Other characters entertain in the Cabaret or Lounge Rooms. It's fun for the entire family!
(position appropriate coupon)

Reduced Full Page Magazine Ad

Chuck E. Cheese's
Pizza Time Theatre

Picture this...

Musical Entertainment

A theatre that offers your entire family entertainment (every 8 minutes), mouth watering made to order pizza, oven-baked sandwiches and a fresh salad bar and beverages (including beer and wine). Birthdays are a special day with Chuck E. Cheese's very special birthday package. Contact your nearest Pizza Time Theatre reservation host for the exciting details on birthdays.

Fun & Games!

Exciting fun and games the entire family will enjoy, including the latest video games and Play area with rides and amusements for pre-schoolers.

& Great Food!

A place where with each food purchase you receive free game tokens for game plays and the Cabaret/Lounge shows. Double game tokens are given with food purchases, Monday–Thursdays.

All this under one roof where groups and educational tours are available.

This one fun place for so many special people is Chuck E. Cheese's Pizza Time Theatre. Picture yourself, your family and your friends at the exciting fun center of Pizza Time Theatre.

P/O
SMILE AMERICA
say
Chuck E. Cheese!

Chuck E. Cheese's™
Comes to (Store Name)
Chuck E. Cheese, your witty but lovable host, invites you and your family to a new Pizza Time Theatre.
Enjoy your next birthday with the Pizza Time Players
Enjoy your next birthday with Chuck E. Cheese's exciting birthday party package. Double game tokens are given for Birthday Parties Monday thru Friday 11a.m. to 4p.m.. Call today for Details.
Chuck E. Cheese's is a great place for group events, educational school tours and community involvement nights. Contact the manager at your nearest Pizza Time Theatre for the exciting details.
Fun and Games for the Entire Family
The latest video games.
Chuck E. Cheese play area.
Rides and amusements for pre-schoolers.
Chuck E. Cheese has something for everyone.
Musical Entertainment!
Chuck E. Cheese and his Pizza Time Players, the most talented computer-animated characters ever to grace a stage, perform shows every eight minutes. Other characters entertain in the cabaret and lounge rooms.
Game Tokens!
Game Tokens, good for free game plays, and Cabaret/Lounge shows, are given with food purchases. Double game tokens are given with food purchases, Monday through Thursday.
Terrific Food!
Made to order mouthwatering pizza.
Oven-baked sandwiches.
Fresh salad bar.
Beverages including beer and wine.
SEE Chuck E. Cheese FOR POSITION ONLY
Place T-Shirt Coupon here
on grand opening ad only!
(leave blank on reg. ad)
with (position appropiate copy)

Example: Full Pg. Newspaper Ad on art with logo at top

Chuck E. Cheese Comes to (Store Name)
Chuck E. Cheese, your witty but lovable HOST, invites you and your family to Pizza Time Theatre. And look out! You're in for a real good time!
TERRIFIC FOOD!
• Made-to-order mouthwatering pizza.
• Oven-baked sandwiches
• Fresh salad bar.
• Top-your-own Sundaes
• Beverages, including beer and wine
FUN AND GAMES!
• The latest video games • Chuck E. Roll.
• Chuck E. Cheese play area
• Rides and amusements for pre-schoolers.
Chuck E. Cheese has something for everyone
FREE GAME TOKENS!
Free Game Tokens, good for free game plays, rides, and Cabaret/Lounge shows, are given with food purchases. Double game tokens are given with food purchases, Monday through Thursday.
MUSICAL ENTERTAINMENT!
Chuck E. Cheese and his Pizza Time Players, the most talented computer-animated characters ever to grace a stage, perform shows every eight minutes. Other characters entertain in the cabaret and lounge rooms.
AND MORE!
Chuck E. Cheese's Pizza Time Theatre is also a great place for groups, birthday parties, educational school tours, and community involvement nights and fund-raisers. Contact the Manager for exciting details!
Chuck E. Cheese's Pizza Time Theatre
Pizza Time Theatre
Store Address
& Phone Number
Hours: 11 a.m. until 11 p.m. Sunday - Thursday
11 a.m. until 12 Midnight Friday - Saturday
FREE T-SHIRT
This coupon is good for one (1) FREE Chuck E. Cheese T-Shirt with the purchase of a large pizza.
Coupon valid through or WHILE SUPPLY LASTS. Coupon must be redeemed at time of food purchase and may not be used in conjunction with any other offer or coupon. Only one (1) coupon per person.

Example: 1/2 Page Reduced Newspaper Ad

Chuck E. Cheese's Family Night Special

$2.00 off on any large pizza.

Plus ten free game tokens

Coupon valid Monday through Thursday

Offer expires _____

FREE T-SHIRT

This coupon is good for one (1) FREE Chuck E. Cheese T-Shirt with the purchase of a large pizza.

Coupon valid through or WHILE SUPPLY LASTS.
Coupon must be redeemed at time of food purchase and may not be used in conjunction with any other offer or coupon. Only one (1) coupon per person.

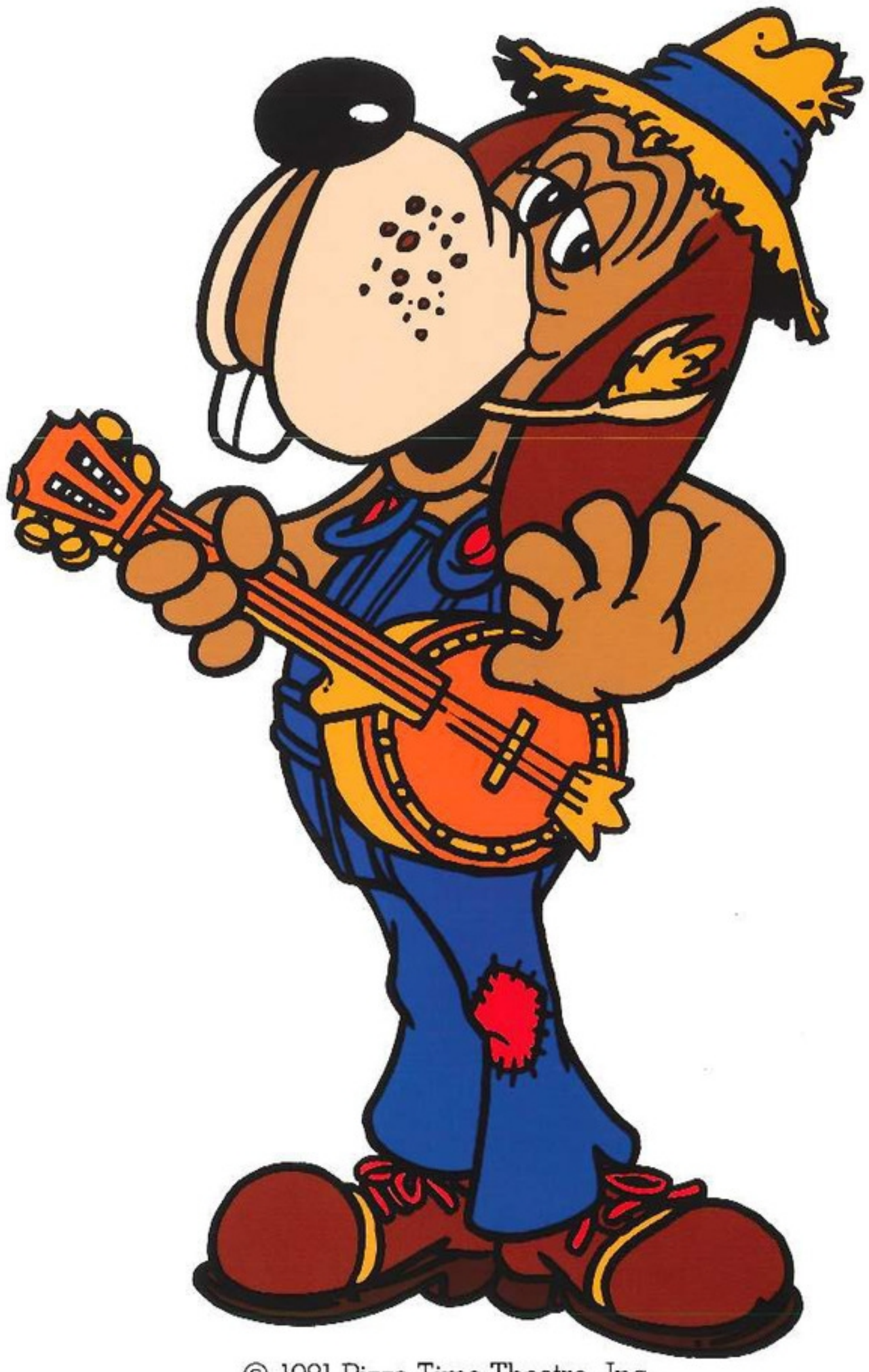
When having the expiration date typeset by your type house, please have them set the entire line in order to match existing type in stymie medium.

Example:

Coupon valid through October 24, 1982 or WHILE SUPPLY LASTS.
Offer expires October 24, 1982.

Graphics Advertising Art Manual / Color Slicks with PMS Color Callouts	5.1

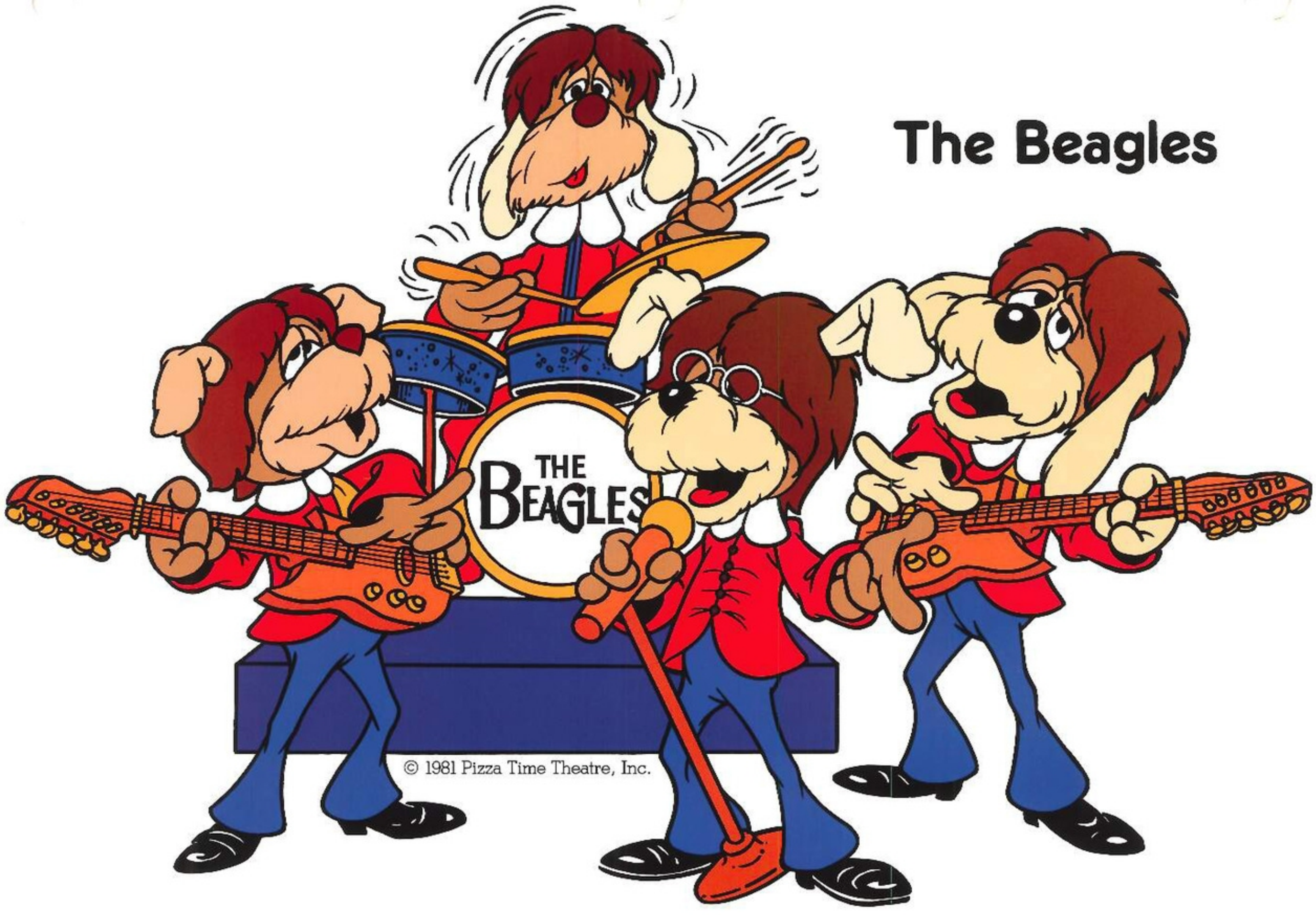
Jasper T. Jowls



© 1981 Pizza Time Theatre, Inc.

PMS 475	PMS 149	PMS 472	PMS 137	PMS 286	PMS 021	PMS 032	PMS 174	PMS 497
20	40	50	100	0	100	100	100	100
15	20	35	30	70	65	100	80	80
0	0	0	0	100	0	0	0	30
0	0	15	0	0	0	0	40	50

The Beagles



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PMS 158	PMS 145	PMS 174	PMS 280+	PMS 148-	PMS 472	PMS 160	PMS 032	PMS 156+	PMS 148+	PMS 137	PMS 138	PMS 285
100	100	100	0	20	50	100	100	35	30	100	100	0
70	55	80	70	5	35	80	100	25	10	30	40	55
0	0	0	100	0	0	0	0	0	0	0	0	100
5	0	40	10	0	15	50	0	0	0	0	5	0

Dolli Dimples

© 1981 Pizza Time Theatre, Inc.

PMS 242	PMS 235	PMS 137	PMS 021	PMS 176	PMS 422	PMS 231	PMS 306
0	0	100	100	20	0	0	5
100	100	30	65	35	0	55	0
25	10	0	0	0	0	0	60
50	40	0	0	0	25	0	0

Artie Antlers

© 1981 Pizza Time Theatre, Inc.

PMS 148	PMS 153	PMS 149	PMS 176	PMS 137	PMS 032	PMS 477	PMS 286
40	100	40	20	100	100	100	0
10	60	20	35	30	100	75	70
0	0	0	0	0	0	30	100
0	10	0	0	0	0	40	0

The King

© 1981 Pizza Time Theatre, Inc.

PMS 306	PMS 348	PMS 150	PMS 490	PMS 181	PMS 032	PMS 180	PMS 157	PMS 137	PMS 473	PMS 475	PMS 176
5	100	100	100	100	100	100	100	100	50	20	20
0	10	50	70	70	100	80	55	30	30	15	35
60	100	0	50	40	0	10	0	0	0	0	0
0	5	0	40	0	0	0	0	0	5	0	0

Pasqually

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PMS 032	PMS 186	PMS 355	PMS 160	PMS 286	PMS 137	PMS 162	PMS 149
100	80	100	100	0	100	30	40
100	100	5	80	70	30	20	20
0	0	100	0	100	0	0	0
0	5	0	50	0	0	0	0

Mr. Munch

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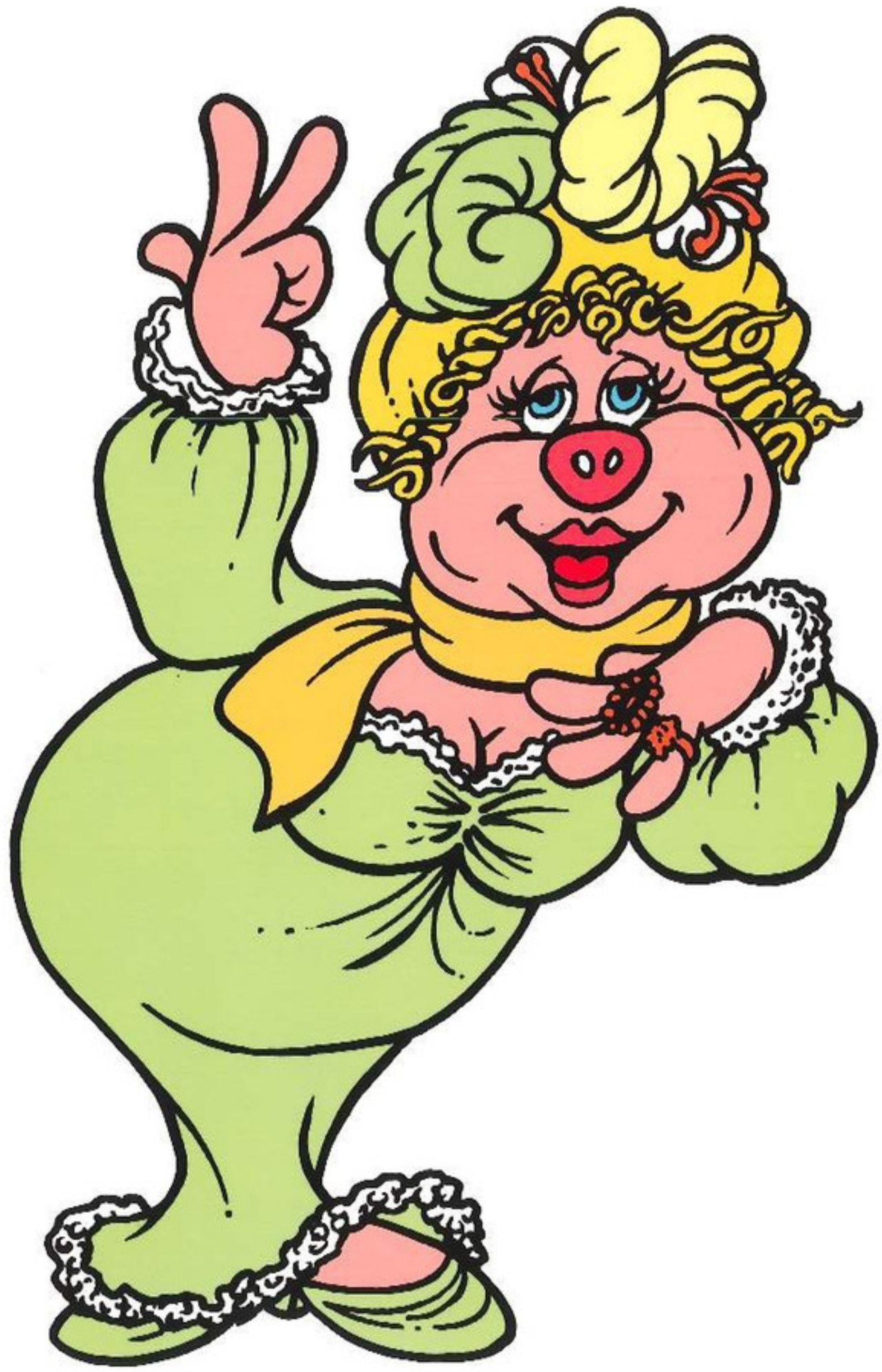
PMS 116	PMS 306	PMS 231	PMS 258	PMS 032	PMS 149	PMS 200	PMS 137	PMS 355
80	5	0	0	100	40	80	100	100
15	0	55	80	100	20	100	30	5
0	60	0	40	0	0	0	0	100
0	0	0	0	0	0	5	0	0

Madame Oink



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PMS 021	PMS 184	PMS 306	PMS 116	PMS 032	PMS 109	PMS 176	PMS 106	PMS 366
100	45	5	80	100	100	20	45	50
65	80	0	15	100	10	35	0	0
0	0	60	0	0	0	0	0	30
0	0	0	0	0	0	0	0	0

Harmony Howlette

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PMS 148-	PMS 286	PMS 160	PMS 472	PMS 032	PMS 137
20	0	100	50	100	100
5	70	80	35	100	30
0	100	0	0	0	0
0	0	50	15	0	0

Chuck E. Cheese

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PMS 422	PMS 176	PMS 137	PMS 148+	PMS 290–	PMS 290	PMS 355	PMS 145	PMS 200	PMS 032
0	20	100	40	0	0	100	100	80	100
0	35	30	10	0	0	5	55	100	100
0	0	0	0	5	10	100	0	0	0
25	0	0	0	0	0	0	0	5	0

Four Color Process Print Reproduction Only
Vertical Format

PMS 137	PMS 032	PMS 176	PMS 422	PMS 504
100	100	20	0	100
30	100	35	0	100
0	0	0	0	60
0	0	0	25	30

Four Color Process Print Reproduction Only
Horizontal Format

PMS 137	PMS 032	PMS 176	PMS 422	PMS 504
100	100	20	0	100
30	100	35	0	100
0	0	0	0	60
0	0	0	25	30

GLOSSARY AND INDEX

AA. Author's alteration, or any alteration in text or illustrative matter which is not a correction.

Align. To line up letters or words on the same horizontal or vertical line.

Backing up. Printing on the second side of a printed sheet.

Bad break. In typesetting. Starting a page or column with a widow or a hyphenated line.

Base. Metal below the shoulder of piece of type. The metal or wood block used for mounting letterpress printing plates to make them type high.

BF. Abbreviation for boldface type.

Bite. A stage of etching by acid in photoengraving.

Blanket. A rubber surfaced cylinder on offset presses that receives and transfers the image from plate to paper.

Bleed. Extension (⅛") of image areas printed beyond the trim size of a sheet or page.

Blow up. An enlargement.

Body. The viscosity or consistency of a printing ink.

Body type. Type composition used in the main text portion of copy. Usually in 6 to 14 point sizes.

Bullet. Dot used as ornamental device.

Caps and small caps. One size of type with two sizes of capital letters.

Case. The covers of a hard bound book.

Character count. Total number of characters in a line, paragraph, or piece of copy.

Characters. Individual type face letters, figures, punctuation marks, etc. of the alphabet.

Collate. The assembly of sheets or signatures for binding.

Comprehensive. An accurate, measured layout showing type and illustrations in position.

Contact print. A photographic print made with a film positive or negative on pre-sensitized paper, film or printing plate.

Copy. Typewritten manuscript, artwork, photos or drawings to be reproduced

Crop. Portions of photo or plate to be eliminated.

Crossmarks. Register marks used for accurate positioning of images in multicolor printing; also in step-and-repeat work.

Dimensional stability. Ability of paper or film to maintain size or to resist change in size with a change in moisture content.

Dropout (highlight) halftone. A halftone with no dots in highlight areas.

Dry-mounting. Adhering photographs to mounting boards with a special wax-backed tissue that bonds under heat and pressure.

Dummy. A blank dummy used to show size, shape, paper and general style of a piece before printing. A layout drawing (design) showing position of art photos and text.

Elite. The smallest size typewriter type: 12 characters per horizontal inch on the pica typewriter.

Face. The part of a type face that prints.

Flop. To turn over an image (negative) so that it faces the opposite way.

Flush left or right. In Typography, type set to line up at the left or right. This is set flush left.

Font. All of the characters and spacings of one size of one type face.

Format. The shape, size type area, margins, etc. of a book, magazine or other publication.

Galley. A long, shallow tray to hold metal type composition.

Galley proof. A proof taken of a galley of type.

Gang printing. Also called ganging up. Running off any number of different jobs on the same sheet. After printing, the sheet is cut into the individual jobs and the cost is pro-rated.

Gray scale. A strip of light to dark gray tones placed at the side of original copy when photographed to measure tonal range (gamma) and contrast.

Gripper edge. Margin on leading edge of a sheet of paper for press grippers to hold, feed and control paper as it is printed.

Gutter. Inner page margins between type and binding.

Hairline. Finest standard printers rule.

Hickeys. Spots or imperfections in printing caused by dirt, hardened specks of ink, etc.

Impression. The pressure of a printing surface as it contacts paper.

Indicia. Postal permit information printed on cards or envelopes that takes the place of a stamp or postage meter impression.

Insert. A special advertisement of 1 page or more, pre-printed for insertion in a publication.

Italic. Letters that slant to the right. Used for emphasis.

Justify. To space out type lines so that they align in both left and right margins.

Key line. Inked outlines on artwork that serve as guide lines.

Laminate. To bond by heat and pressure a plastic film to paper.

Layout. A drawing, sketch or plan of an advertisement or printed piece showing all elements in position.

Lead. Thin strips of metal used between lines of type. Available in different point sizes.

Leaders. Dots or dashes used in a type line to guide the eye and to connect items.

Ligature. In type, two or three characters joined on one body, or matrix, such as ff, ffi, ffl.

Line copy. Any artwork or type that can be photographed and reproduced without using a screen.

Logotype (logo). A trademark or signature of a company or product.

Lower case (l.c.). Small type letters; minuscules.

M. Abbreviation for 1,000 quantity.

Makeready. In letterpress printing the building up of the cylinder packing to obtain the desired impression.

Manuscript. Copy to be set in type. Also refers to handwritten material abbreviated to MS (sing.) and MSS (pl.).

Matte finish. A paper surface without high gloss.

Mechanical (art). A pasteup of all design elements and type proofs in position for photomechanical reproduction.

Negative. A photographic film image (or photostat) in which values are reversed.

Offset. Common term used for offset lithography. Also used to refer to smudges of ink transferred from one print sheet to another.

Opacity. The property of paper that limits show-through of printing from opposite side or from another sheet.

Opaque. To paint out areas on a negative so they will not appear on the plate.

Overlay. A transparent acetate or vellum sheet used to prepare multi-color artwork; a flap on which color break, instruction or corrections are marked.

Overrun. Printed copies in excess of the specified quantity.

Overset. Type set in excess of available space.

Pasteup. Same as mechanical.

Perfect binding. A method of binding in which pages are held together and fixed to the cover by means of flexible adhesive. Widely used for paperbacks.

Perfecting press. A printing press that prints both sides of a sheet or web in one operation.

Pi. Metal type characters that have been mixed and jumbled.

Reflection copy. Copy that is not transparent and is photographed using light reflected from its surface, ie; illustrations, photographs, color prints, etc.

Register. The fitting, in exact alignment, of two or more printing images on the same surface.

Reproduction proof. The proof of a type form suitable for photographic reproduction.

Rough. A thumbnail sketch usually done on tracing paper, giving a rough idea of the size and position of design elements.

Run-around. Type set to fit around a photo or illustration. Usually a different measure than the rest of the column.

R.O.P. Run of paper.

Self-mailer. A printed piece designed to be mailed without an envelope.

Serif. Short cross lines at the ends of main strokes letters in some type face designs.

Signature. A group of pages (a form) printed on one sheet of paper, folded for binding.

Silhouette. An outlined halftone with all background removed.

Sizing. A treatment of paper to make it resistant to moisture.

Slug. A line of machine-set metal type.

s.s. Abbreviation used to indicate same size reproduction.

Stet. A proofreaders' mark meaning "let it stand": do not make change—copy should remain as is.

Swash. A letter with an ornamental flourish.

Text. The body copy in an advertisement or the page of a book.

Thirty. In newspaper jargon, the symbol "-30-" means the end.

Three-color process. Color separation and reproduction using only process yellow, blue and red—no black.

Tint. An even tone area usually produced by the Benday process.

Tissue overlay. A thin sheet of tissue positioned over artwork for protection. Also used to indicate color separation and corrections.

Transparent ink. Printing ink that does not conceal other ink colors: Process color inks are transparent. Non-opaque.

Transpose. Commonly used term to designate that one element (letter, word, picture, etc.) and another should change places; abbreviated tr.

Type gauge. A ruler calibrated in points and picas.

Type high. Standard height of type or engraved plates for letterpress printing—0.918".

Uppercase. Capital letters or majorscules.

Varnish. A printed coating applied over a printed sheet to add gloss and protection.

Velox. A photographic paper print made from a screened negative.

Watermark. A design impressed in paper during manufacture.

Widow. A single word or very short line in the last line of a paragraph.